Executive Proclamation
State of South Dakota
Office of the Governor

Whereas, Life insurance is an essential part of a sound financial plan providing financial security for families in the event of a premature death by helping surviving family members to meet immediate and longer-term financial obligations and objectives; and,

Whereas, Nearly 50 million Americans say they lack the life insurance coverage needed to ensure a secure financial future for their loved ones; and,

Whereas, Recent studies have found that when a premature death occurs, insufficient life insurance coverage on the part of the insured results in three-fourths of surviving family members having to take measures such as work additional jobs or longer hours, borrow money, withdraw money from savings and investment accounts, and, in too many cases, move to smaller, less expensive housing; and,

Whereas, Individuals, families and businesses can benefit greatly from professional insurance and financial planning advice, including the assessment of their life insurance needs; and,

Whereas, The Life and Health Insurance Foundation for Education (LIFE), the National Association of Insurance and Financial Advisors (NAIFA), and a coalition representing hundreds of leading life insurance companies and organizations have designated September 2006 as "Life Insurance Awareness Month," whose goal is to make consumers more aware of their life insurance needs, seek professional advice, and take the actions necessary to achieve the financial security of their loved ones:

Now, Therefore, I, M. Michael Rounds, Governor of the state of South Dakota, do hereby proclaim September 2006 as

LIFE INSURANCE AWARENESS MONTH

in South Dakota.

In Witness Whereof, I have hereunto set my hand and caused to be affixed the Great Seal of the state of South Dakota, in Pierre, the Capital City, this Fourth Day of April in the Year of Our Lord, Two Thousand and Six.

M. Michael Rounds, Governor

Attest:

Chris Nelson, Secretary of State